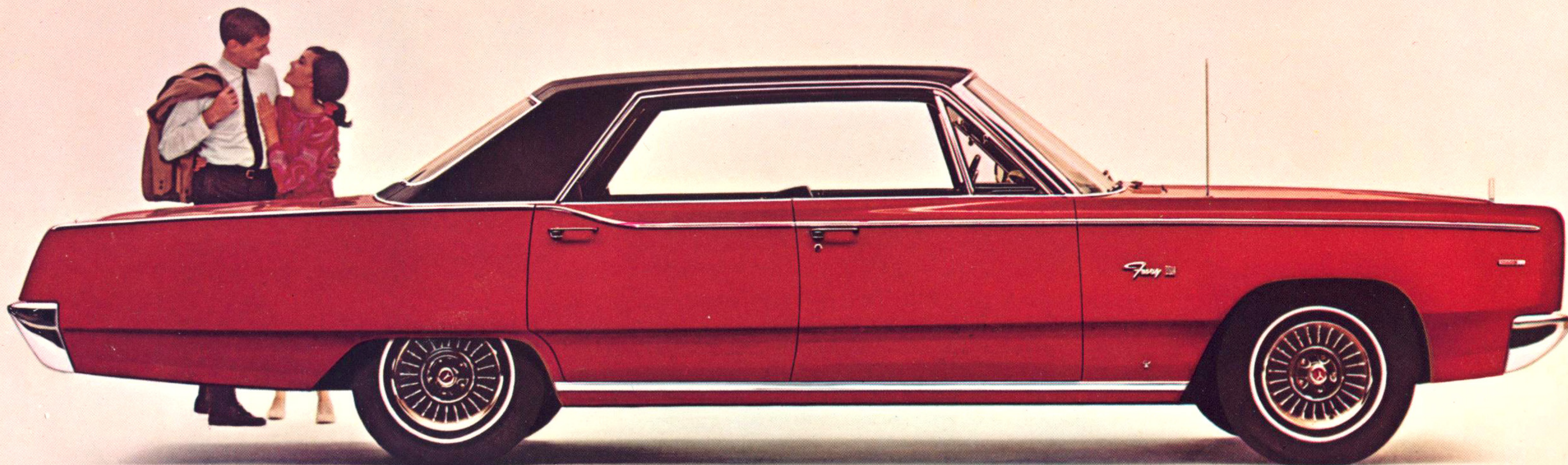


# '67 Plymouth *FURY*



*Fury III 4-Door Hardtop.*





# PLYMOUTH VIP

SOMETHING SENSATIONAL has happened to Plymouth '67! This is it. Plymouth VIP. The most dazzling, luxurious, powerful Plymouth ever built. Biggest surprise of '67 in the low-price field. Look it over. It's longer, lower, curvier than a car its price has a right to be. Now

ogle the luxuries you'd expect to pay extra to get . . . centre armrests and custom wheel covers, opulent jacquard fabrics and lush leather-textured vinyl; walnut-grained door panel accent touches; deep wall-to-wall carpeting that extends halfway up the door to meet expensive-looking wood-grain panels; foam-padded armrests with an



*Meet the VIP 2-Door Fast-Top. It's like running your own fashion show.*



*Standard centre armrest is extra VIP luxury.*



*Remote-control mirror is standard.*



*All this — and safety door handles, too.*



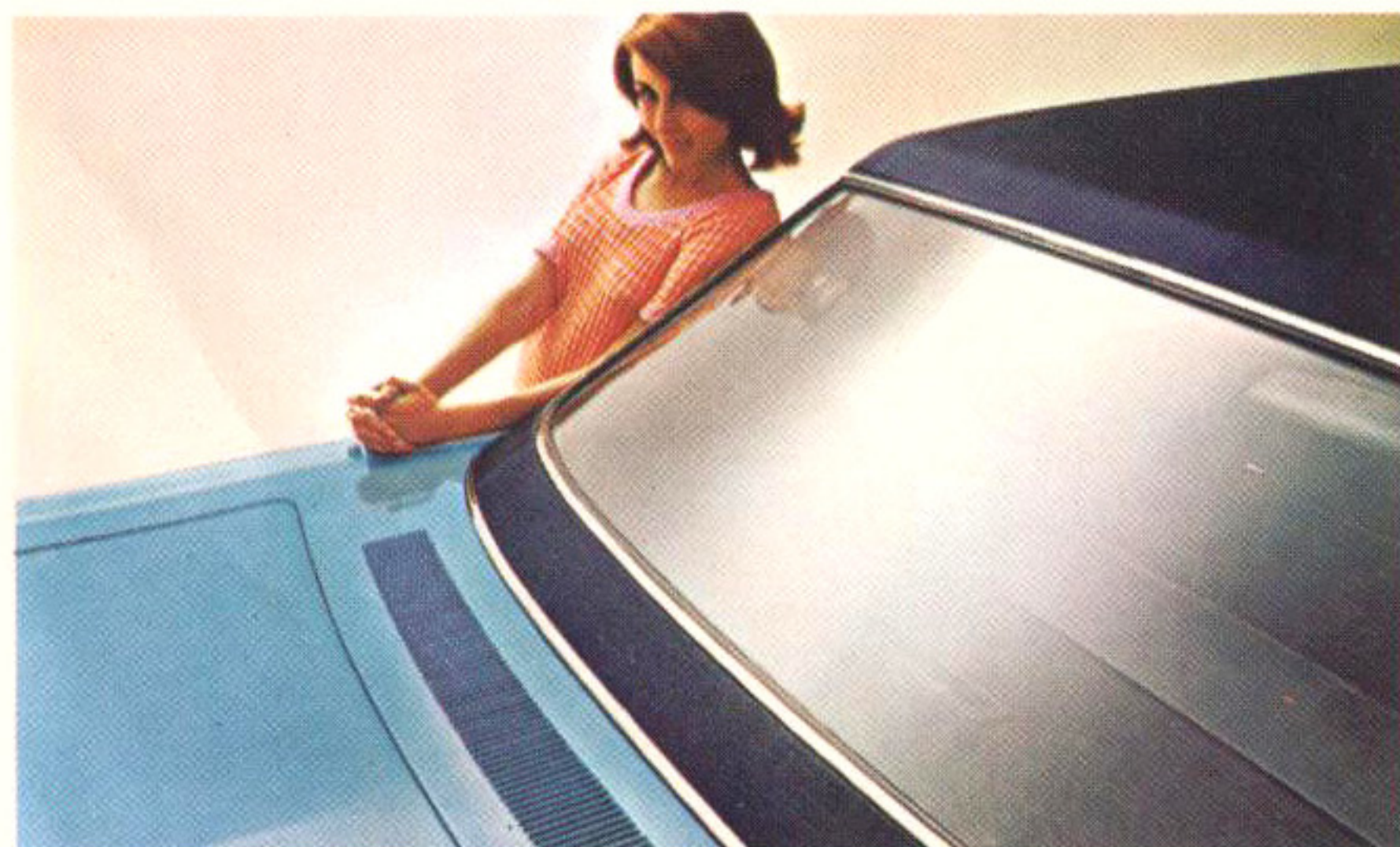
integrated safety-design handle. All Standard. Sensational? You bet! Want more? VIP has it! A fabulous new individualized comfort option that many high-priced cars can't offer. On all 4-door hardtop models. We call it the 50/50 split bench seat. You'll call it sensational. Private, lounge car seating, adjustable to his-and-her

preference. Rich new contoured bucket seat option on our 2-door Fast-Top includes a reclining passenger's seat and pull-down centre armrest with seat cushion. And we still haven't mentioned our new optional 440 cu. in. V8 engine, fender-mounted turn signal indicators — and reading lamps, no less. Or the new Flow-Through Ventilation system that brings in fresh air softly — moves it

out draughtlessly through louvres below the rear window. It's standard and completely changes the air inside 2-door Fast-Top and 4-door hardtops 4 times a minute — and with all the windows closed!



*The VIP 4-Door Hardtop makes a dramatic entrance.*



*Flow-Through Ventilated air moves out through these louvres.*

You can customize your own VIP with a variety of exclusive VIP interior trim combinations. Smooth satin-textured nylon-rayon body cloth with gold metallic starlike highlights, combined with leather-textured vinyl in a most elegant design is standard in three colour choices — Dark Blue, Copper and Black. An extra charge leather combination is available in Tan. Bucket seats are available in 2-Door Hardtop and a split-bench front seat in the 4-Door Hardtop in Black cloth and vinyl. Both the bucket and the split-bench options include a reclining passenger seat. The split-bench (50/50) seat resembles a bench seat but each section is equipped with its own tracks, adjusting mechanism and arm rest. The advantages are that it provides individual seating for two but can be adjusted to accommodate three passengers in the front when required. (Exterior customizing is available in the vinyl top options in Black or White.)

PLYMOUTH VIP STANDARD EQUIPMENT: • 318 cu. in. V8 engine • 3-Speed manual transmission • Deluxe wheel covers • Fender-mounted turn signal indicators • Heater and defroster • Torsion-bar suspension • Armrests front and rear • Battery-saving alternator • Glove box light • Upper body paint stripe • Aluminum side moulding • Formed carpet covering passenger area • Courtesy lights • Instrument panel cigar lighter • High beam, oil pressure and signal indicator lights • Bench-type seats • Dual head lamps • Electric clock • 2-spoke steering wheel • Centre armrest — rear • Wheel opening lip moulding • Flow-Through Ventilation • C-pillar courtesy light • Map and courtesy light • Ash receiver front and back • Trunk light • Reading lamp (4-door hardtop) • Pull down centre armrest — front (except 4-door hardtop) • Simulated walnut panelling • Stainless drip mouldings • Exterior finish Super Acrylic Enamel • Plus a complete package of standard safety equipment features. See back cover.



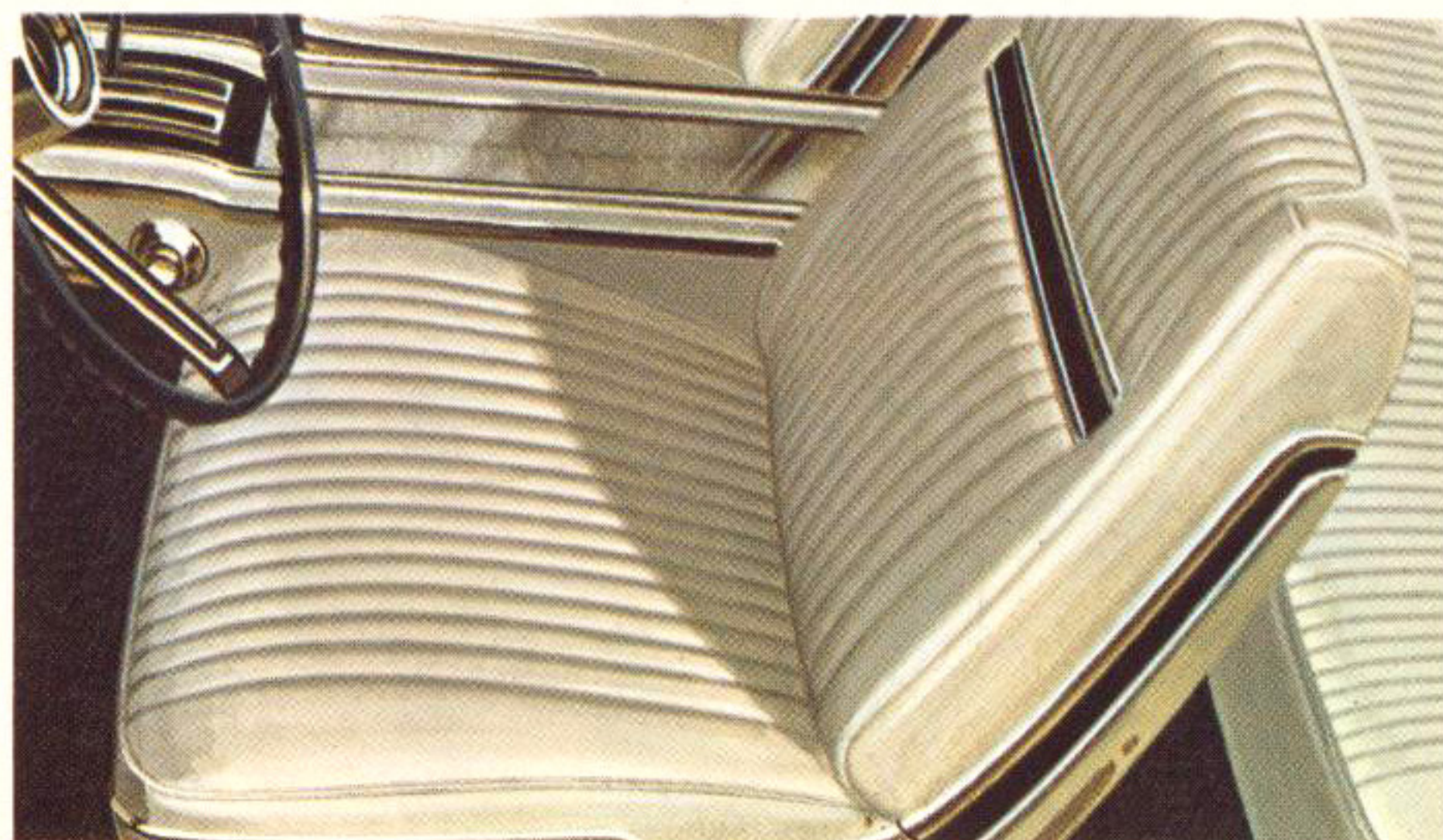
# SPORT FURY

How to get sporty without leaving the lap of luxury! Stand by for action. Here's a sensational Fury that's going all out to live up to the word "Sport" in its name! Flip top, fabulous new Fast-Top, or hardtop, your Sport Fury has plenty of standard luxury. Sassy wheel covers and fender-mounted turn indicators. Special

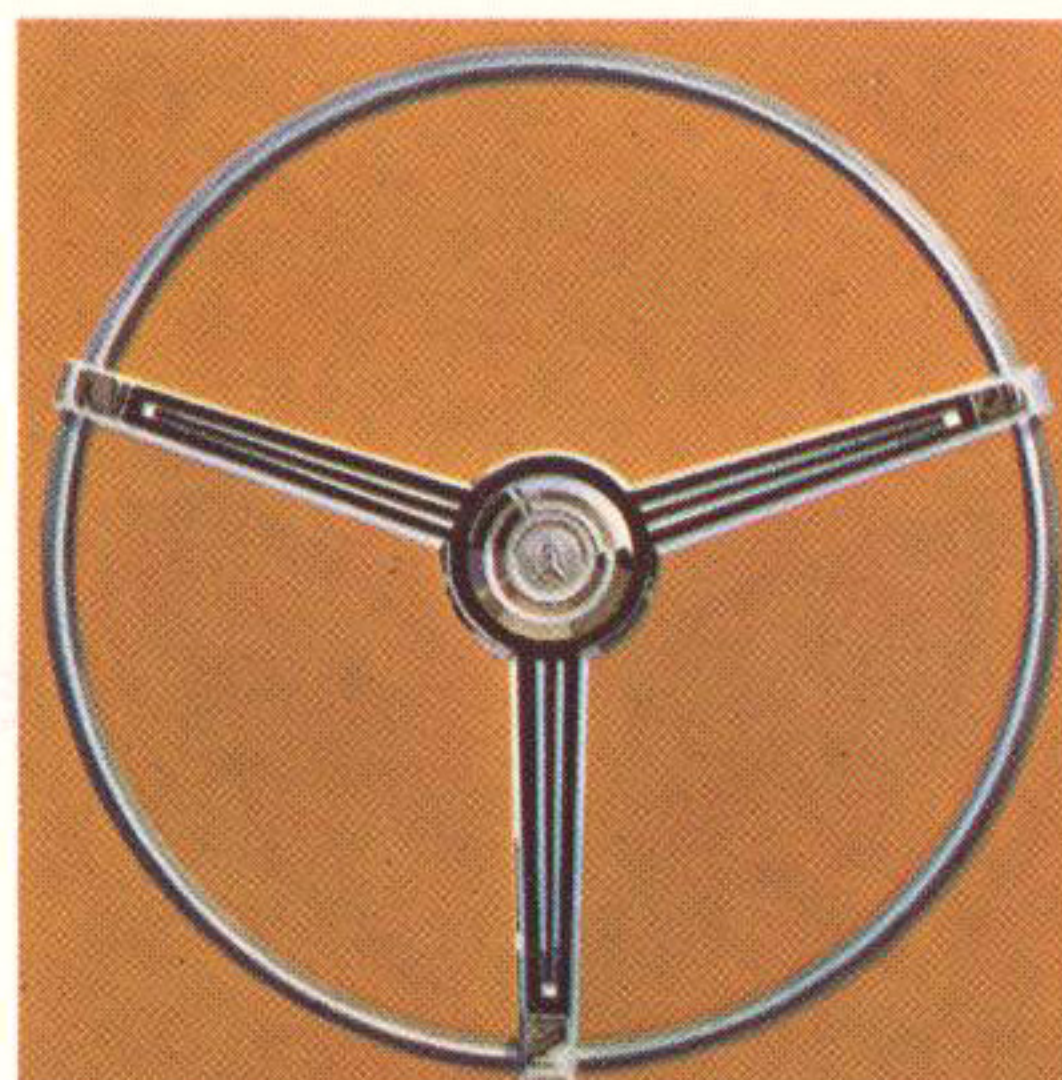
Sport Fury 3-spoke steering wheel — with a horn bar in each spoke. Deep contoured bucket seats with a fold-down armrest. A fixed centre cushion between allows 3 passenger front seating. Convertibles feature tempered glass backlights that won't discolour, resist scratches. If you get the feeling you're being



Here's the Sport Fury Convertible. Flip some excitement into your life outdoors.



Sport Fury has buckets of comfort.



Special 3-spoke steering wheel.



2-Door Hardtop in the Sport Fury series. You'll like what you see.



spoiled, put all the blame on us. Step inside. Take a long look at Sport Fury's handsome instrument panel with its safety-recessed control cluster with unique lighting system. Outside, very custom wheel covers. Please accept a set on your Sport Fury — no extra charge. Feel like taking off? Try our Super Commando 440-V8!

Twin snorkels, twin exhausts, extra large 4-barrel carb. Special cam. Biggest production engine in Fury's class. And that's saying something! There's a Commando 383-V8 with most of the same credentials, and a silenced version. But you've still got plenty going for you in our standard 318 cu. in. V8. It's a money saver. Runs on regular gas.

You'll always have Plymouth's Torsion-Aire suspension to smooth the way. So don't just sit there! Get going — like Fury!



*The Sport Fury 2-Door Fast-Top. Call it irresistible.*

### Engine option packages available for Sport Fury models \*

**383 CU. IN. 4 BBL. ENGINE OPTION** — Includes: 383 Cubic Inch V-8 Engine • 10.0 to 1 compression ratio • Single 4 Barrel Carburetor • Standard Camshaft • Double Snorkel semi-silenced air cleaner • Dual Exhaust System • 59 Amp. Battery • "383" Hood Top Ornament.

**440 CU. IN. 4 BBL. ENGINE OPTION** — Includes: 440 Cubic Inch V-8 Engine • 10.1 to 1 Compression Ratio • Single 4 Barrel Carburetor • Special Performance Camshaft • Double Snorkel Semi-Silenced Air Cleaner • Dual Exhaust System • Chrome Plated cylinder head covers and oil filler cap • High Capacity cooling system • Heavy Duty Suspension with Sway Bar • High Control shock absorbers • Heavy Duty Rear Springs • 11" x 2 1/2" Rear Brakes with automatic adjusters • 70 Amp. Battery • "440" Hood Top Ornament.

*Note:* Power Brakes and Disc Brakes are MANDATORY with this Engine option.

\*383 cu. in. option is available for other Fury models too. 440 cu. in. option is also available for other Fury models except wagons.

**SPORT FURY STANDARD EQUIPMENT:** • 318 cu. in. V8 engine • 3-Speed manual transmission • Front bucket seats • Deluxe wheel covers • Fender-mounted turn signal indicators • Heater and defroster • Torsion-bar suspension • Armrests front and rear • Battery-saving alternator • Glove box light • Upper body paint stripe • Formed carpet covering passenger area • Electric convertible top lift • Instrument panel cigar lighter • High beam, oil pressure and signal indicator lights • Dual head lamps • Electric clock • 3-spoke steering wheel • Convertible pocket panel • Wheel opening lip mouldings • C-pillar courtesy light (2-door hardtops) • Map and courtesy light • Ash receiver front and back • Trunk light • Sport console or armrest/centre seat • Stainless drip mouldings • Exterior finish Acrylic Super Enamel • Plus a complete package of standard safety equipment features. See back cover.





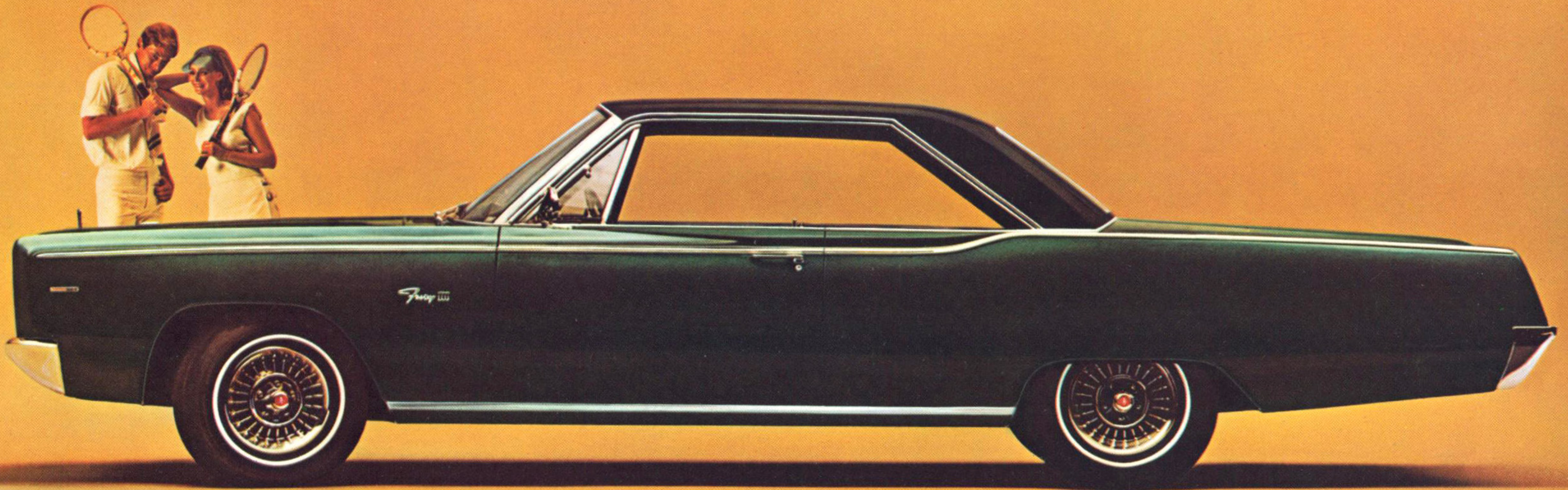
*Fury III Convertible has all it takes to please you — plus.*

# FURY III

**Too plush to be a Plymouth? Let them think you've struck it rich.** Make it big this year! Get Fury III.

Sensational in looks, luxury, action! Enormous sense of style. Fury's full-width, bright aluminum grille for instance. It's recessed for dimensional drama. That long, liquid profile you see is heightened by deep sculpture

lines along the body sides. A work of art. So is that interior. How do you like our safety-padded instrumentation panel below. Recessed control cluster floodlit. We covered every inch along the top with thick foam padding for extra safety. No-extra-charge touches to make you like Fury more. Those wheel covers will add real sport flair to Fury III. They cost a little extra — but they're worth it.



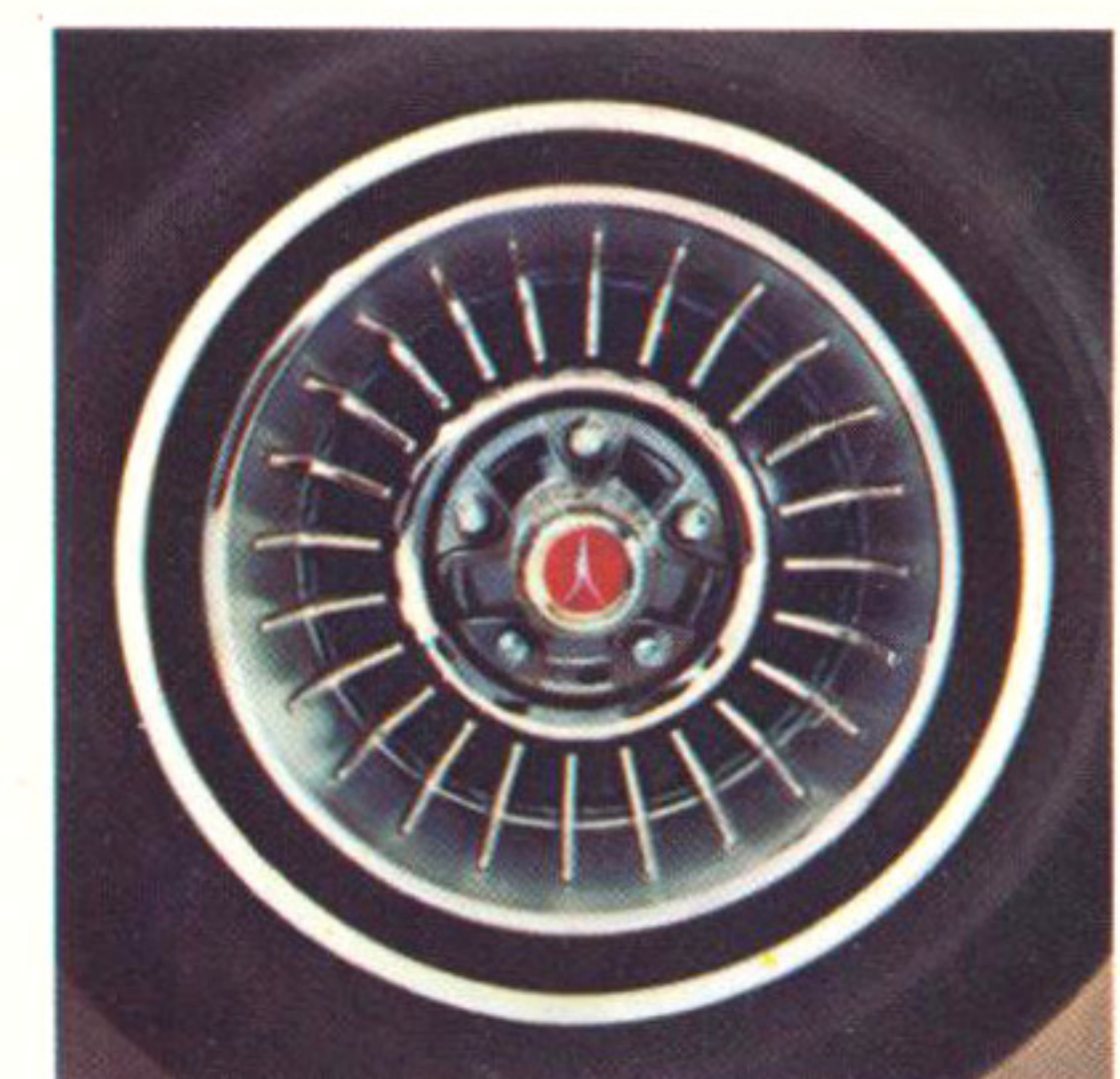
*Fury III 2-Door Hardtop shows off its dramatic roofline.*



*Fury III interior style — rich, practical.*



*Easy-on-the-eyes instrument panel floodlighting for night-time visibility.*



*Great way to get rolling.*





*Fury III Wagon with roof rack. Elegant way to roll up your sleeves.*

Fury III starts out with a Flow-Through Ventilated four-door hardtop and follows through with ten beautiful variations on the theme, including a pair of station wagons to completely capture your fancy. Be choosy. There are 13 decorator interiors. The fabric plus vinyl seats are all dressed up in handsome "biscuit" pleats. Our all-vinyl seats are sewn into plump, foam-filled pleats, also. Stylish, practical.

There's a power choice that stretches all the way from a lively 225 six to the biggest standard V8 in the low price field — the 440-V8. Plymouth's famous Torque-Flite automatic transmissions give you near-silent shifting and a durability you've never experienced before in any car. If it's luxury and performance you're after, without going overboard on price, Fury III has your name on it.



*Fury III's 4-Door Hardtop has a limousine look.*



*Fury III 4-Door Sedan. For the family that's going places.*

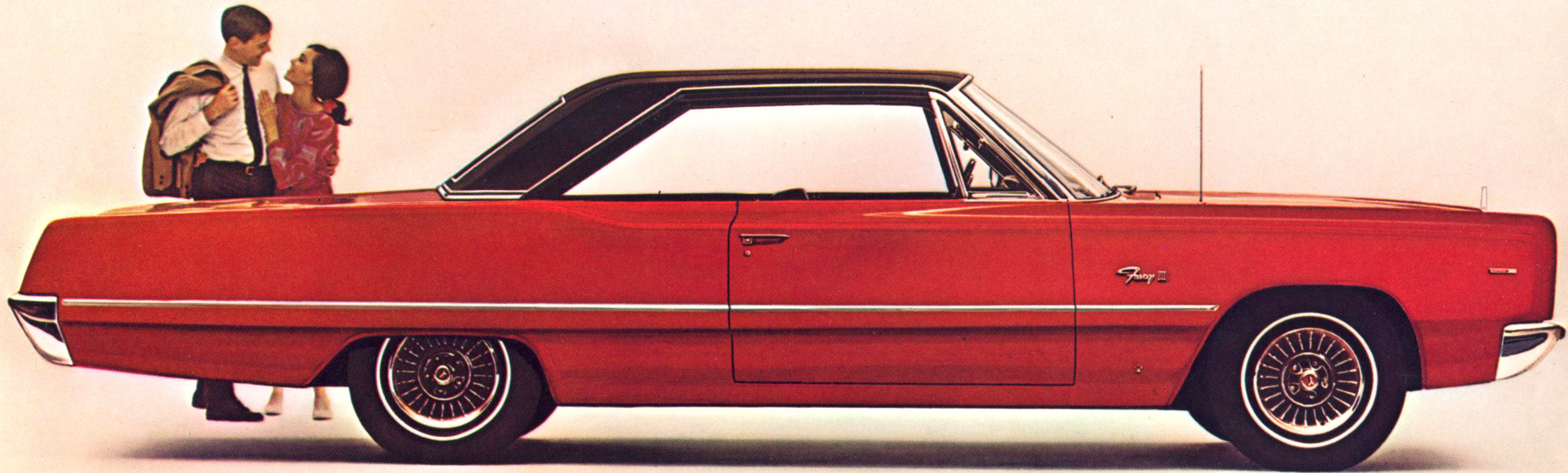
**FURY III STANDARD EQUIPMENT:** • 225 cu. in. 6 cyl. engine • 3-Speed manual transmission • Heater and defroster • Torsion-bar suspension • Arm-rests front and rear • Battery-saving alternator • Glove box light • Full-length upper side moulding • Aluminum sill moulding • Stainless drip moulding • Formed carpet covering passenger area • Electric convertible top lift • Instrument panel cigar lighter • High beam, oil pressure and signal indicator lights • Bench-type seats • Dual head lamps • Electric clock • Convertible pocket panel • Flow-Through Ventilation (4-door hardtops) • C-pillar courtesy light (hardtops) • Dome courtesy lights (sedans and wagons) • Map and courtesy light (2-door hardtops) • Tail-gate power window lift (3-seat wagon) • Ash receiver front and back • Trunk light • 2-spoke steering wheel • Hub caps • Exterior finish Super Acrylic Enamel • Plus a complete package of standard safety equipment. See back cover.



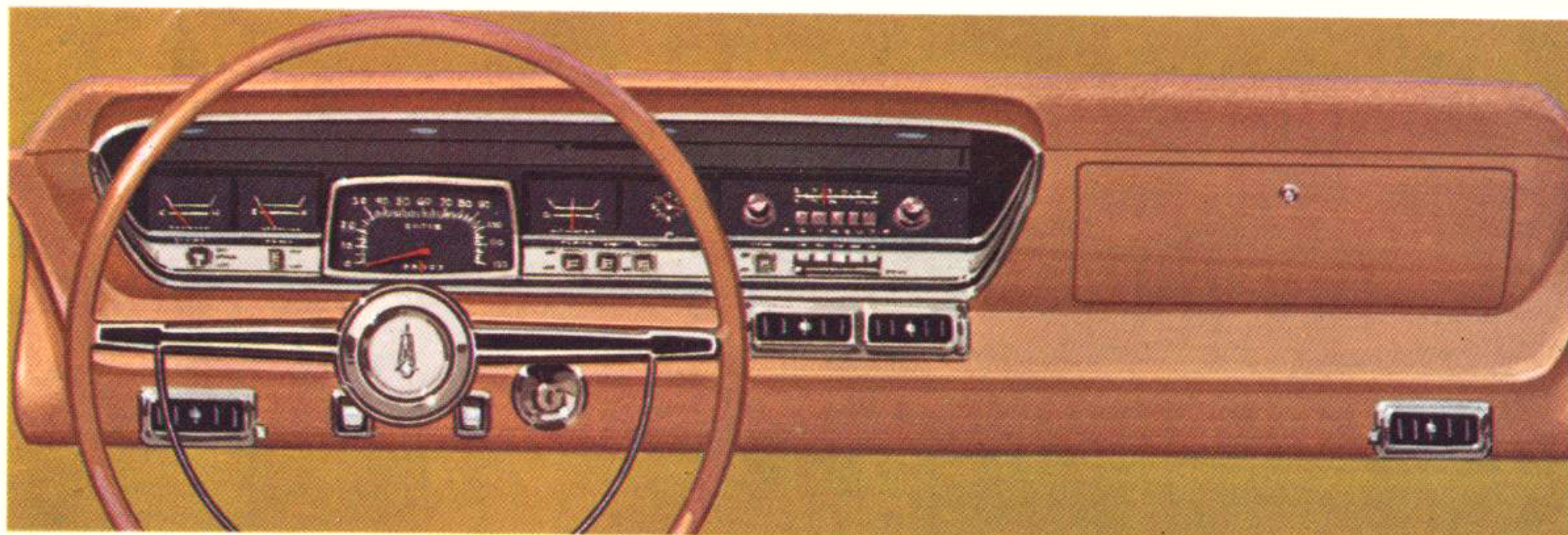
# FURY II

Sure — this kind of temptation is hard to resist. Why try? This Fury series has just about everything going for it — plus savings to make your bank manager smile. All the sensational Fury styling features are

here, including horizontal tail lamps tucked neatly inside the impressive concave of the lower deck panel. And the inside story is just as exciting. Fury II has a safety-floodlit, safety-cushioned instrument panel. Big, soft, chrome accented armrests.



*Fury II 2-Door Hardtop — powered to please you plenty.*



*Just add a key, and you're set.*



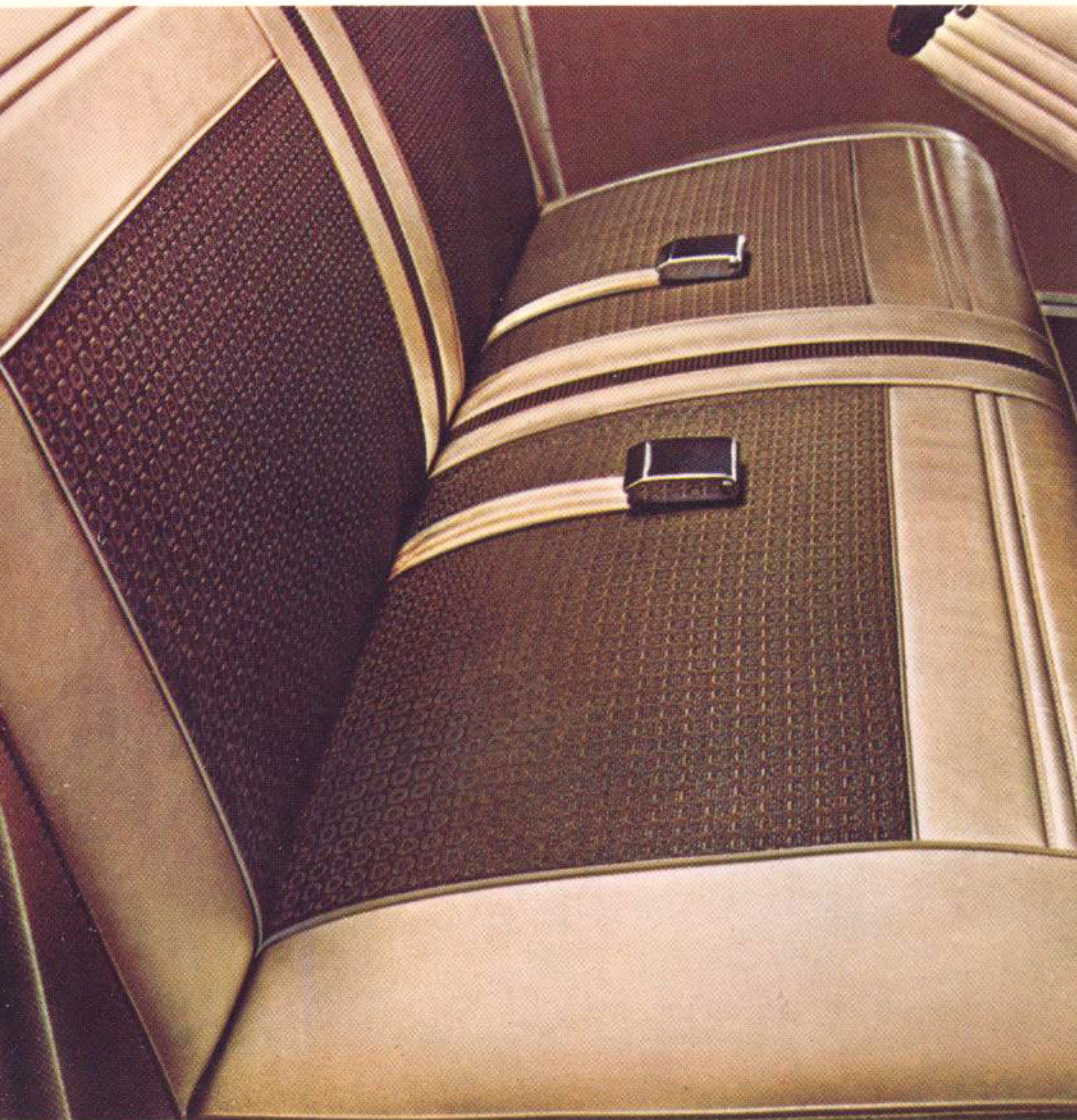
*Fury II 4-Door Sedan.*



Full-comfort foam cushions in both front and rear seats. Everybody's talking about safety and Plymouth Fury does plenty about it . . . with a steering column design that yields to take up shock on impact. A special mount permits the rear view mirror to 'give' in any direction

upon pressure. If you have cause to pull off the road at night, turn on our hazard warning light system. All taillights and the front parking lights will blink to warn on-coming traffic. Safety-design door handles and Safety Rim wheels are two more exclusives that belong in Fury's standard-equipment safety package.

And there's more!  
Space, space and more space are what you get in Fury II wagons. Plus naturally a lot of comfort and power and convenience too.



*Luxurious cloth and vinyl material cover foam padded seats.*



*Fury II 2-Door Sedan.*



*Fury II Wagon — so beautiful it's hardly a wagon at all.*

**FURY II STANDARD EQUIPMENT:** • 225 cu. in. 6 cyl. engine • 3-Speed manual transmission • Heater and defroster • Torsion-bar suspension • Armrests front and rear • Battery-saving alternator • Glove box light • Aluminum side moulding • Formed carpet covering passenger area • Instrument panel cigar lighter • High beam, oil pressure and signal indicator lights • Bench-type seats • Dual head lamps • 2-spoke steering wheel • Dome courtesy lights (sedans and wagons) • Map and courtesy light (2-door hardtop) • Tail-gate power window lift (3-seat wagon) • Ash receiver front and back • C-pillar courtesy light (2-door hardtop) • Hub caps • Stainless drip moulding • Exterior finish Acrylic Super Enamel • Plus a complete package of standard safety equipment features. See back cover.



# FURY I

**How can this big-action beauty be our lowest-priced Fury?** It's big, beautiful, every inch a Fury. Just smaller in price. Yet it stands right up there with the costlier models in the low-price field. Matter of fact, the interior is so spacious and luxurious, people will think you've splurged instead of economized. Rich carpeting, vinyl head lining and safety door handles designed into armrests are all top drawer features. Recessed instrument panel and two-spoke steering wheel are strictly first class. And when it comes to

power, Fury I really turns it on with a standard engine on its V8 models that's sizeably bigger than the pack — yet runs on regular gas. For more persuasion, we offer the double protection of a dual braking system, and many more safety features. All standard equipment. And remember, Fury I has *Plymouth* dependability. Slam a door on that tight all-welded Unitized body. Feel that Torsion-Aire suspension smooth your ride. Want more for your money? Fury I has it.

FURY I STANDARD EQUIPMENT: • 225 cu. in. 6 cyl. engine • 3-Speed manual transmission • Heater and defroster • Torsion-bar suspension • Armrests front and rear • Battery-saving alternator • Formed carpet covering passenger area • Instrument panel cigar lighter • High beam, oil pressure and signal indicator lights • Bench-type seats • Dual head lamps • 2-spoke steering wheel • Dome courtesy lights • Tail-gate power window lift (3-seat wagon) • Ash receiver front and back • Hub caps • Exterior finish Acrylic Super Enamel • Plus a complete package of standard safety equipment features. See back cover.



Fury I 4-Door Sedan — fabulous way to cut your driving costs.



Fury I Wagon — big, practical and beautiful.

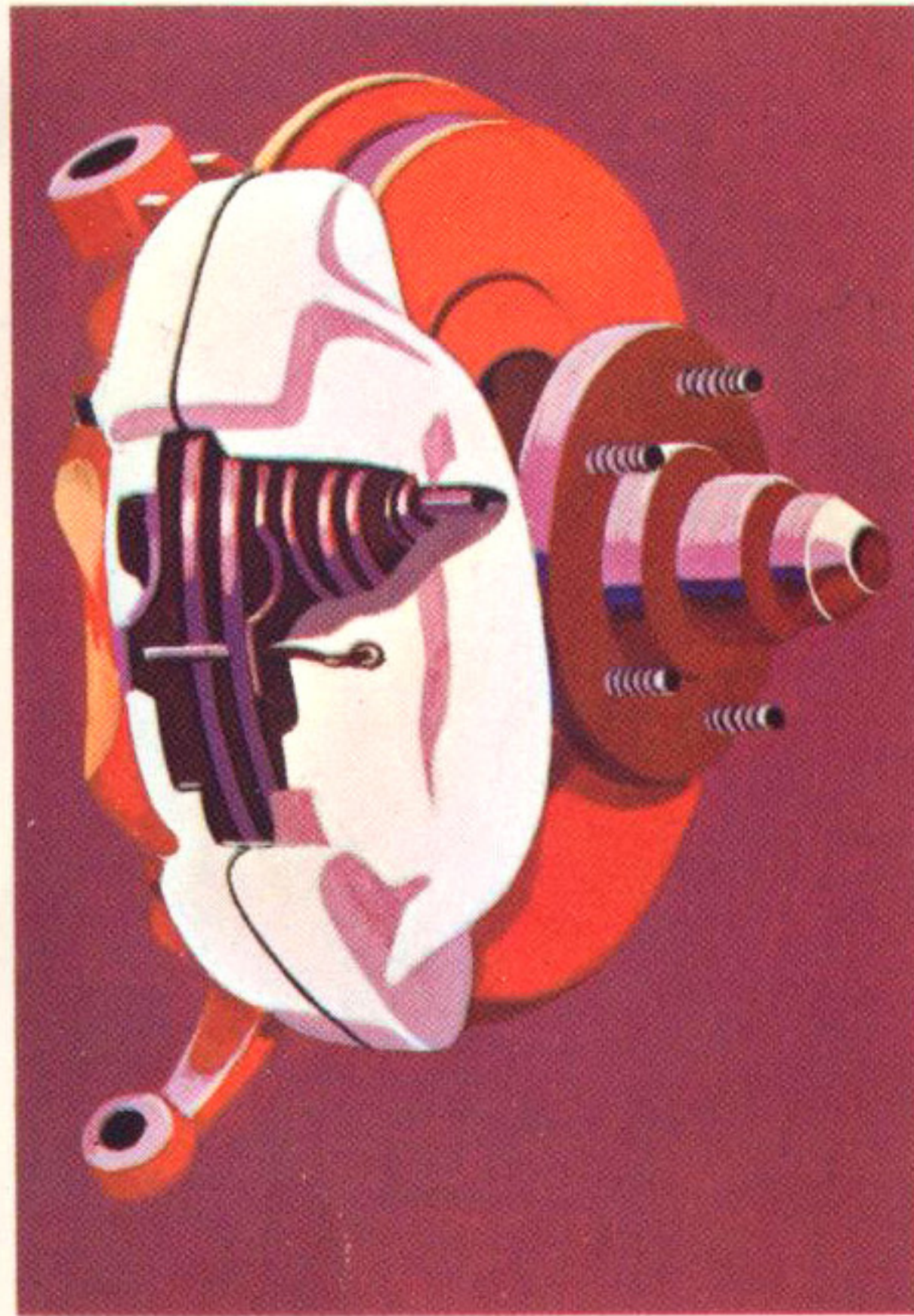


Fury I 2-Door Sedan looks as great going as it does front-on.



## Eight ways to personalize your Fury (there are more)

1. **DISC FRONT BRAKES.** Unlike old soldiers, they don't fade away. You stop on a disc every time — more easily. Very sensible option if you drive a car hard, take long trips and travel rough country.
2. **HEAD RESTS.** Very comfortable. Adjustable to height. And available on cars with bucket and 50/50 split bench seat.
3. **REAR WINDOW DEFROSTER.** Does away with steaming-up on sticky days, frost, snow and scrapers on cold ones. Another safety thought. And a mighty important one.
4. **WHEEL COVERS.** You style your Fury the way you want it with Deluxe Sport, Deep-Dish or Mag-type covers.
5. **TRAILER-TOWING PACKAGE.** Hitch up to this one and you're away. Beefs up your Fury in six vital areas for towing any trailerful up to 2½ tons.
6. **AIR CONDITIONING.** Roll up the windows and keep your 'cool'. In summer, the air you breathe will be depollenated, dehumidified and custom-cooled. We recommend a Solex glass option for even greater efficiency.
7. **AUTO PILOT.** Pick your speed, Auto Pilot keeps it — with your foot off the gas pedal. Ideal for long highway trips. Yet you only have to touch the brakes and you again have instant control. Works as a speed monitor, too, for built-up areas.
8. **AM/FM OR AM TRANSAUDIO RADIOS.** You should have music wherever you go. Fury offers both kinds of radio receiver — both with exceptional fidelity. Add a rear seat speaker if you have a really keen ear.



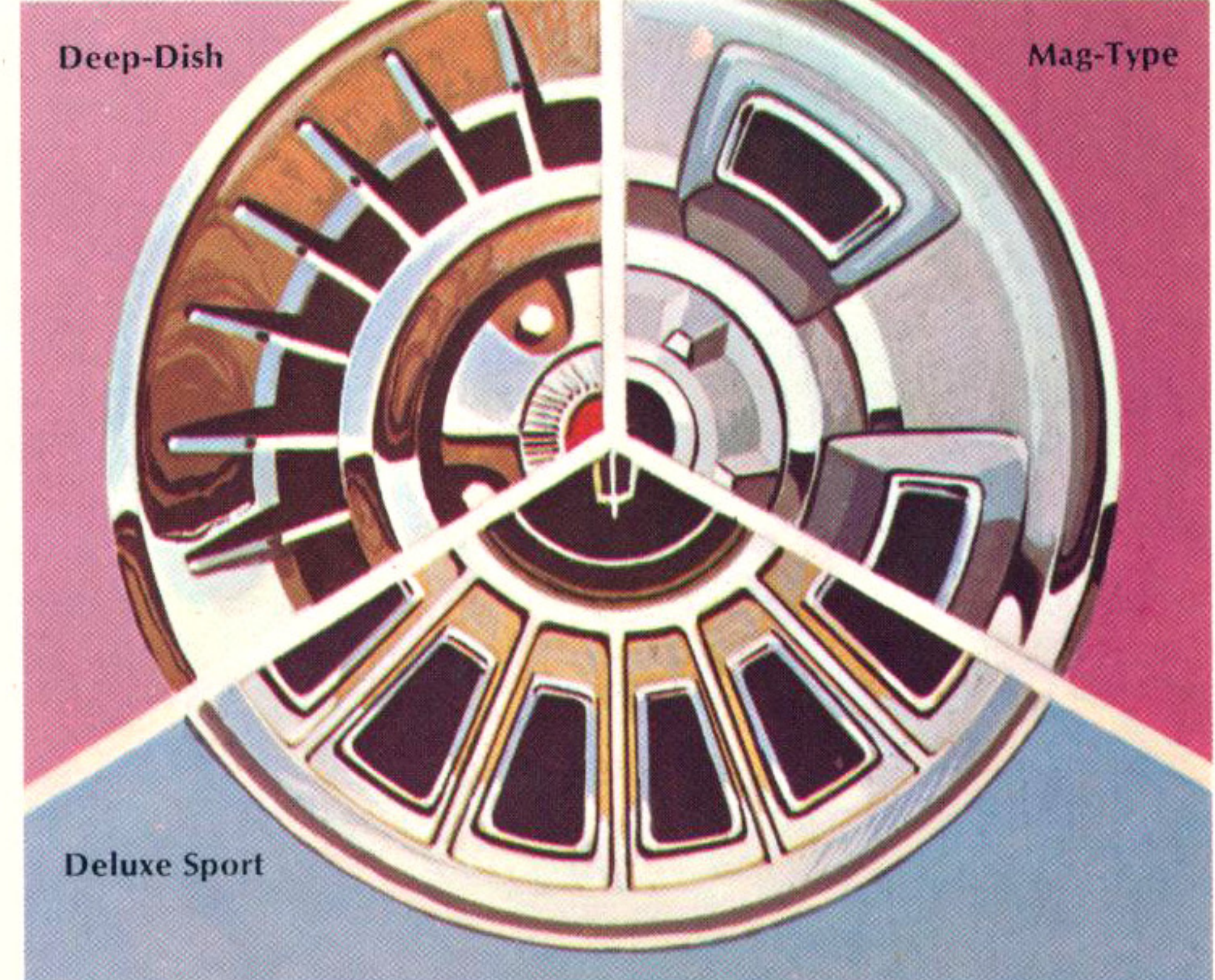
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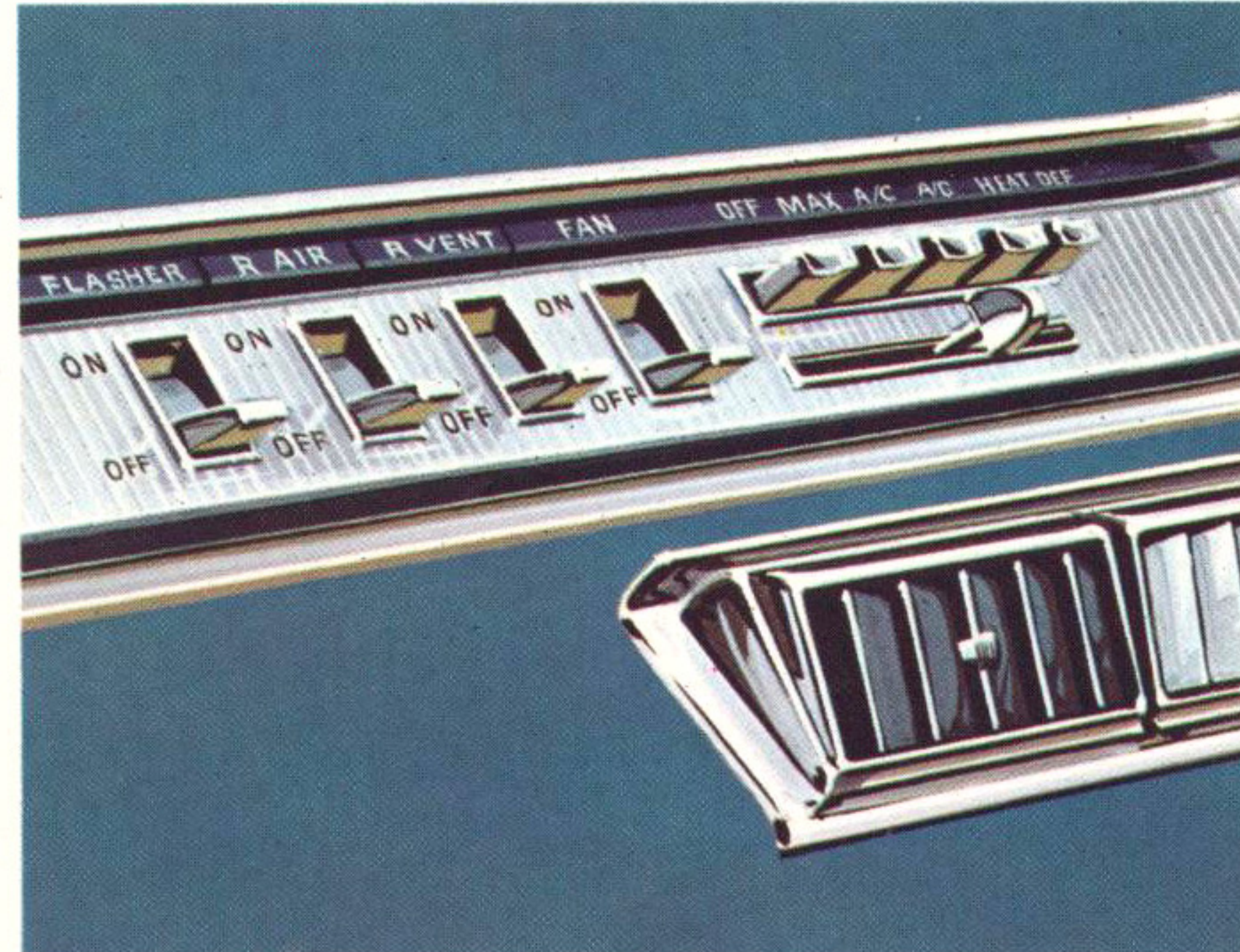
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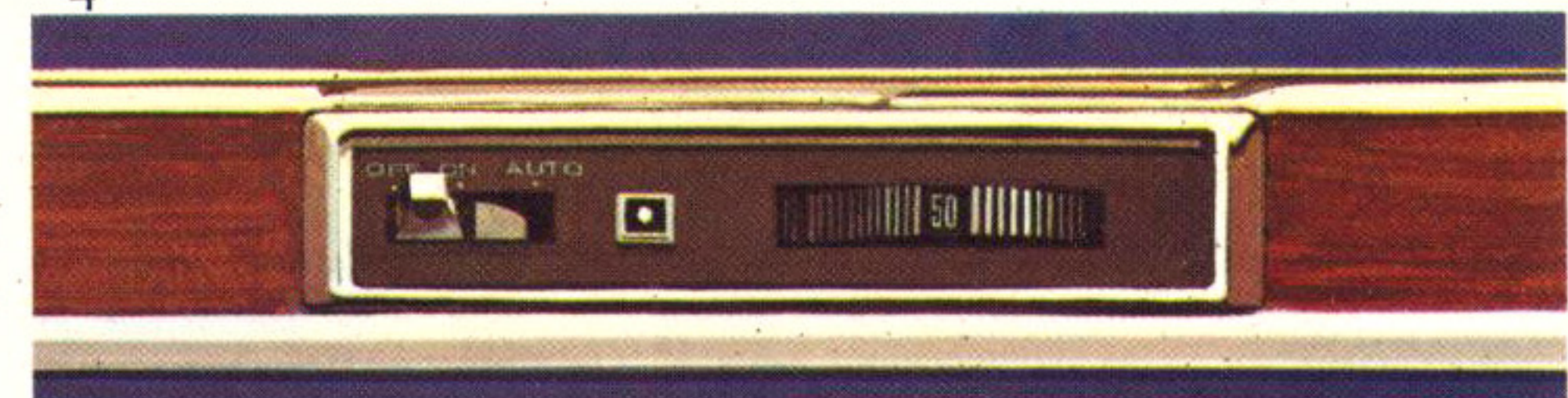
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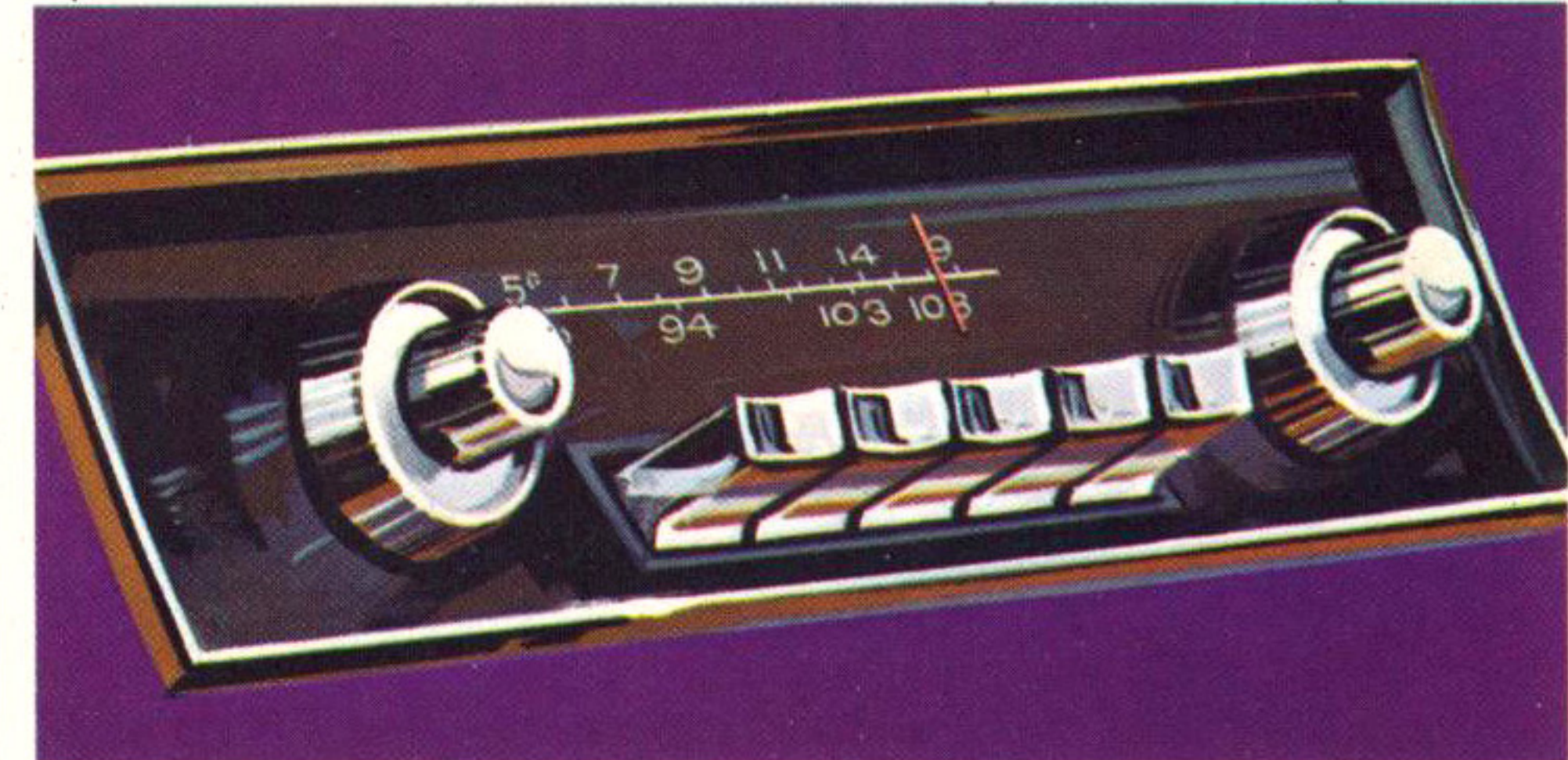
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7



8



# THE BIG PLUS... 5-YEAR-50,000-MILE POWER-TRAIN WARRANTY

Solidly behind the sensational beauty of all the Fury models shown in these pages lies the solid engineering tradition that is exemplified in Plymouth's 5-year - 50,000-mile Power-Train Warranty. Quite simply, this warranty means what it says: should any major power-train component fail through defect in materials or workmanship, within 5 years or 50,000 miles driving, it will be repaired or replaced free of charge. This includes both parts and labour.

(Any Plymouth dealer will be glad to explain how easy it is to comply with the simple steps necessary to maintain this warranty).

The Warranty covers all the main power-train components including engine block, head and internal engine parts, intake manifold, water pump, transmission case and internal parts (excluding manual clutch), drive shaft, universal joints, torque converter, rear axle and differential and rear wheel bearings.

It will be honoured by any Plymouth dealer (or any Chrysler dealer, for that matter) anywhere in Canada or the United States.

This warranty tells you two important things about Plymouth dealers: how much confidence they have in the way Plymouth products are built . . . and how much concern they feel for those who buy a Plymouth. This warranty is the Big Plus you get on all Chrysler-built cars. Ask your dealer about it.

## 1967 PLYMOUTH FURY SPECIFICATIONS

	Sedans & 4-Door Hardtops	2-Door Hardtops	Fast-Tops	Convertible	Station Wagon
<b>Exterior Dimensions</b>					
Wheelbase . . . . .	119.0	119.0	119.0	119.0	121.0
Overall-length . . . . .	213.1	213.1	213.1	213.1	216.0
Width . . . . .	77.7	77.7	77.7	77.7	78.0
Height . . . . .	56.1(a)	54.6(b)	54.6(b)	55.5	57.8
Track, front wheels . . . . .	62.0	62.0	62.0	62.0	62.0
Rear wheels . . . . .	60.7	60.7	60.7	60.7	60.7
<b>Interior Dimensions</b>					
Head room front seat . . . . .	39.0	37.5	37.5	39.3	39.7
Rear seat . . . . .	37.7	37.3	37.3	38.2	39.6
Leg room front seat . . . . .	42.0	42.0	42.0	42.0	42.0
Rear seat . . . . .	37.9	35.6	35.6	34.4	38.8
Seat height front seat . . . . .	8.9	8.9	8.9	8.9	8.9
Rear seat . . . . .	12.0	10.5	10.5	10.5	12.0
<b>Engines</b>					
	Standard Six	Standard V8	V8 Options		
Displacement, cu. in. . . . .	225	318	383	383	440 (d)
Carburetors . . . . .	1-1 bbl.	1-2 bbl.	1-2 bbl.	1-4 bbl.	1-4 bbl.
Compression ratio . . . . .	8.4:1	9.0:1	9.2:1	10.0:1	10.1:1
Cam shaft . . . . .	Std.	Std.	Std.	Std.	Spec.
Fuel recommended . . . . .	Regular	Regular	Regular	Prem.	Prem.
Type air cleaner . . . . .	silenced	silenced	silenced	2-snorkel	2-snorkel
Exhaust system . . . . .	single	single	single	dual	dual
<b>Transmission Ratios</b>					
	1st	2nd	3rd	4th	
Manual 3-speed synchromesh					with V8 engine and console, have a console-mounted selector lever.
6 cyl. . . . .	2.95	1.83	1.00	3.80	Also available on cars equipped with the 383 cu. in. or
8 cyl. . . . .	3.02	1.76	1.00	3.45	440 cu. in. optional engine, is a "four-on-the-floor" stick
Automatic 3-speed . . . . .	2.45	1.45	1.00	2.20	shift manual transmission. Ratios are 1st 2.66, 2nd 1.91,
All cars equipped with automatic transmission have a column-mounted selector lever, except Sport Fury models					
3rd 1.39, 4th 1.00, Reverse 2.58. On Sport Fury models shift is console mounted with "four-on-the-floor."					

### Rear Axle

Hotchkiss Drive, Hypoid rear axle.

Ratio with manual (all V8 or 6 cyl. except 6 cyl. wagon)

3-Speed automatic (with 225, 4 bbl. 383 and 440) and

4-Speed manual (with 4 bbl. 383) . . . . . 3.23 to 1

Ratio 4-speed manual (with 440) . . . . . 3.31 to 1

Ratio 3-speed automatics (with 2 bbl. 383) . . . . . 2.76 to 1

Ratio 3-speed automatics (with 318) bbl. . . . . 2.94 to 1

Ratio with manual trans. (6 cyl. wagons) . . . . . 3.55 to 1

### Brakes (self adjusting)

Total lining area sq. inch all excluding V8 Wagons

. . . . . Drum brakes 202.1, Disc brakes 146.4

V8 Wagons . . . . . Drum brakes 223.4, Disc brakes 146.4

### Chassis Specifications

Turning diameter — curb to curb —

Feet—except Wagons . . . . . 42.8

Wagons . . . . . 43.5

Suspension — type — front . . . . . Torsion bars

Suspension — type — rear . . . . . Leaf springs

### Electrical System

A 12-volt, 37-ampere alternator and a 48-ampere hour battery are standard on all models. Two speed electric windshield wipers.

(a) 4 Dr. Ht. 55.2 (b) VIP shown, Fury III 55.0

(c) Not available on wagons (d) Wagons only

MAJOR POWER-TRAIN COMPONENTS ON EVERY PLYMOUTH FURY ARE WARRANTED FOR 5 YEARS OR 50,000 MILES (WHICHEVER FIRST OCCURS). IN ADDITION TO THE NORMAL 12-MONTH OR 12,000-MILE (WHICHEVER FIRST OCCURS) VEHICLE WARRANTY. YOUR DEALER HAS FULL DETAILS.

NOTE: Chrysler Canada Ltd. reserves the right to change prices, specifications and standard equipment without notice, and without obligation to make changes on vehicles already produced. Vehicles pictured, in some cases, show optional equipment available at extra cost.

<b>Capacities</b> (all liquid in Imperial measure)			6 cyl.	8 cyl.
Fuel tank, gal. (except wagons) . . . . .	20.8	20.8		
Wagons . . . . .	18.3	18.3		
Engine crankcase — qt. . . . .	3.25	3.25		
Cooling system (with heater) — qt. . . . .	10.8	17.5		
Transmission manual 3-speed — pints . . . . .	4.0	3.75		
Manual 4-speed — pints . . . . .	—	6.0		
Automatic 3-speed — pints . . . . .	13.5	16.5		

Rim sizes	V6	V8
Drum brakes (except wagons) . . . . .	5.0J	5.0J
Wagons . . . . .	6.0JK	6.0JK

Rim sizes		
Disc brakes (wagons included) . . . . .	N.A.	6.0K

Tire sizes		
Drum brakes (except wagons) . . . . .	7.75 x 14	7.75 x 14
Wagons . . . . .	8.55 x 14	8.55 x 14

Tire sizes		
Disc brakes (except wagons) . . . . .	N.A.	7.75 x 15
Wagons . . . . .	N.A.	8.45 x 15

### Safety features standard on every '67 Fury

- 2-speed electric windshield wipers
- Windshield washers
- Padded instrument panel and sun visors
- Front and rear seat belts, with retractors (Front only)
- Dual braking system with self-adjusting feature
- Hazard warning light system
- Impact-absorbing steering column
- Remote control outside-left rear view mirror, prismatic inside rear view mirror
- Safety-Rim wheels
- Back-up lights
- Safety-Designed door handles

### NOTES



DEC 23 1966

Litho in Canada PF-67-E